



An overview and analysis of strategic alliances on the example of the car manufacturer Renault

By Martin Patz

GRIN Verlag Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 212x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 58%, University of Lincoln (Faculty of Business & Law), course: International Marketing Strategy, 28 entries in the bibliography, language: English, abstract: [...] There are many different types of partnerships like joint ventures, consortia, licensing, networks and strategic alliances. For a detailed analysis this work concentrates on strategic alliances. To give an insight on the topic this work analyses the alliances between the car manufacturers Nissan and Renault and Renault and Volvo. These partnerships are examples of alliance's success and failure. On the basis of these examples this work illustrates the sources of alliance formation and how alliances are able to create competitive advantage but also the reasons why so many alliances fail. Before the case studies of the above mentioned companies will be discussed this work explains the sources of alliance formation on a theoretical basis. 32 pp. Englisch.

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